

## REMARKS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1 and 4-14 are presently active; Claims 1 and 8-14 having been amended, and Claims 2-3 having been canceled by the present amendment.

In the outstanding Office Action, Claims 1, 4, and 7-10 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Hamilton et al (U.S. Pat. No. 5,579,055) in view of Teresawa et al (U.S. Pat. No. 6,147,714). Claims 1, 4, and 7-10 were rejected under 35 U.S.C. § 102(a) as being anticipated by Hamilton et al (U.S. Pat. No. 5,579,055). Claims 11-14 were rejected under 35 U.S.C. § 103(a) as being anticipated by Davis et al (U.S. Pat. No. 5,559,548) in view of Teresawa et al. Claims 2, 3, and 6 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Hamilton et al and Teresawa et al in view of Davis et al.

Firstly, Applicants acknowledge with appreciation the courtesy of Examiner Koenig and Supervisory Examiner Faile to conduct an interview for this case on April 16, 2003 during which time the issues in the outstanding Official Action were discussed. In particular, it was noted during the interview that Applicants' Figures 3 and 6 (and also Figure 5 although not specifically discussed during the interview) show a format for displaying EPG information which has a preference in displaying first the provider tag of the broadcaster transmitting the image data over provider tags from other broadcasters.<sup>2</sup> Other preferences such as magnification and shading are disclosed in Applicants' specification.<sup>3</sup> As noted on the Interview Summary Sheet, an agreement was reached regarding clarifying Claim 1 to

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<sup>2</sup>Specification, page 13, line 12, to page 14, line 4.

<sup>3</sup>Id., page 13, lines 20-25.

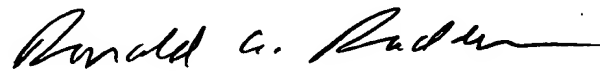
define that an image signal was transmitted from a transmitting end by a first broadcaster (i.e. a first broadcasting station) among a plurality of broadcasters (i.e. a plurality of broadcasting stations) each having a provider tag and to define that a display format is altered to show preference to the provider tag of the first broadcaster over other provider tags of the plurality of broadcasters. Supervisory Patent Examiner Faile indicated that further search and/or consideration would have to be given before a decision on patentability could be reached.

Given the agreement reached during the interview, Applicants submit herewith the changes similar to that discussed with regard to Claim 1. Applicants submit herewith similar changes to the other independent Claims 8-14. Indeed, Applicants submit that the feature of altering display data to show a preference to a provider tag of the broadcasting station of the image signal over provider tags of other broadcasting stations, as defined in independent Claims 1 and 8-14, is a feature not disclosed or suggested in the applied prior art. Thus, it is respectfully submitted that independent Claims 1 and 8-14 and the claims dependent therefrom patentably define over the applied prior art.

Consequently, in view of the present amendment and in light of the above discussions, the outstanding grounds for rejection are believed to have been overcome. The application as amended herewith is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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IN THE CLAIMS

Please amend the claims as follows:

1. (Twice Amended) A receiving apparatus for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said receiving apparatus comprising:

receiving means for receiving said image signal;

first output means for outputting the image signal received by said receiving means to a display;

extracting means for extracting electronic program guide information (EPG) added to the image signal [by a broadcaster generating said image signal and] received by said receiving means;

alteration means for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

second output means for outputting the EPG altered by said alteration means to said display.

Claims 2 and 3 (canceled).

8. (Twice Amended) A receiving method for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said receiving method comprising:

a receiving step for receiving said image signal;

a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal [by a broadcaster generating said image signal and] received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display.

9. (Twice Amended) A transmission medium for transmitting a computer program used in a receiving apparatus for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program comprising:

a receiving step for receiving said image signal;

a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal [by a broadcaster generating said image signal and] received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display.

10. (Twice Amended) A receiving apparatus for holding a computer program and using said computer program to receive an image signal by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program comprising:

a receiving step for receiving said image signal;

a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal [by a broadcaster generating said image signal and] received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcaster such that the display format is altered to show a preference to the provider tag of

said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display.

11. (Twice Amended) A transmitting apparatus for transmitting an image signal to a receiving end, said transmitting apparatus comprising:

first generating means for generating said image signal;

second generating means for generating electronic program guide information (EPG);

third generating means for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding means for adding said EPG generated by said second generating means [by a broadcaster generating said image signal] and [for adding] said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated by said third generating means, to said image signal generated by said first generating means; and

transmitting means for transmitting to the receiving end the signal obtained by adding said EPG and said information representing the first broadcasting station to said image signal.

12. (Twice Amended) A transmitting method for transmitting an image signal to a receiving end, said transmitting method comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

an adding step for adding said EPG generated in said second generating step [by a broadcaster generating said image signal] and [for adding] said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.

13. (Twice Amended) A transmission medium for transmitting a computer program used in a transmitting apparatus for transmitting an image signal to a receiving end, said computer program comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

an adding step for adding said EPG generated in said second generating step [by a broadcaster generating said image signal] and [for adding] said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting



station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.

14. (Twice Amended) A transmitting apparatus for holding a computer program and using said computer program to transmit an image signal, said computer program comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

an adding step for adding said EPG generated in said second generating step [by a broadcaster generating said image signal] and [for adding] said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to a receiving end the signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.